



Target Market Determination

Pleasurecraft Insurance

RedSky Insurance Pty Ltd (ABN: 96 635 566 399) (Issuer)

Effective date: 5 October 2021

1 Target Market Determination

This Target Market Determination (**TMD**) is made by RedSky Insurance Pty Ltd (Issuer) pursuant to section 994B of the Corporations Act 2001 (Cth). The Issuer is an insurance underwriting agency who act as an agent for certain Underwriters at Lloyd's. RedSky are agents for the Underwriters who are signatories to the General Insurance Code of Practice 2020 ("The Code") and as such comply with the regulations of The Code and relevant legislations.

This TMD is not a Product Disclosure Statement (**PDS**) - the PDS for the Pleasurecraft Insurance is available at the following link <https://redskyinsurance.com.au/RedSky-Pleasurecraft-Insurance-05102021> which contains full details of the coverage, conditions, limitations and exclusions applicable to the Pleasurecraft Insurance. This TMD does not take into account any person's individual objectives, financial situation or needs and does not constitute general or personal financial product advice. Persons interested in acquiring the Pleasurecraft Insurance should carefully consider the PDS before making a decision to acquire the Pleasurecraft Insurance. The Issuer makes no representation as to whether the Pleasurecraft Insurance is suitable for any particular person. Existing policy holders should review the information contained in this TMD when looking to renew their cover or whenever their circumstances change.

This document is intended to provide a record of the Issuer's assessment of the Pleasurecraft Insurance, which forms the basis of this TMD. It also details the Pleasurecraft Insurance's distribution channel(s) and distribution strategy which must align to this TMD. This document is also used as a basis for the periodic review of the Pleasurecraft Insurance's suitability for distribution to the identified target market.

Prior to making any decision in relation to the Pleasurecraft Insurance, policyholders should obtain and consider the PDS, and obtain financial product advice if necessary. The PDS may be obtained by contacting the Issuer at info@redskyinsurance.com.au. This TMD should not be taken by a person to be a substitute for obtaining and considering the PDS or obtaining financial product advice that takes into account the person's objectives, financial situation and needs.

2 Purpose of this TMD

The purpose of this TMD is to describe the class of customers for which the products described in the PDS have been designed, having regard to the likely needs, objectives and financial situation of that class of customers. This TMD describes:

- the types of customer that Pleasurecraft Insurance is suitable for;
- how the Pleasurecraft Insurance is distributed;
- the events and circumstances that will require this TMD to be reviewed; and
- the information that product distributors must provide to the Issuer and the circumstances in which such information must be provided.

3 Target market

The Pleasurecraft Insurance is suitable for a target market of consumers whose likely objectives, financial situation and needs of consumers in the target market include the following:

Likely Needs	The likely needs of the target market are a requirement for insurance to help protect against financial losses or commitments that will arise out of the operation of a boat within or outside of Australia or New Zealand
Likely Objectives	The likely objectives of the target market are to protect the boat from loss or damageduring operation.
Likely Financial Situation	The likely financial situation of the target market is that they will be able to afford to pay premiums associated with the main and any optional insurance covers, and who can also afford to bear the excess that will apply in the event that a claim is made.

4 Product description

The Pleasurecraft Insurance is designed for people who want to be covered against:

- (a) financial loss caused by an incident involving their boat; and
 - (b) financial loss caused to other people’s property and death or bodily injury to others, and
- are seeking an appropriate level of cover relevant to their personal circumstances.

These customers make up the target market for this Pleasurecraft Insurance.

However, this Pleasurecraft Insurance is not suitable for everyone. Certain customers are outside the target market and should not be permitted to receive this Pleasurecraft Insurance (see ‘Who this product is not suitable for’ below).

Main Cover	The Pleasurecraft Insurance provides cover to boat owners for: <ul style="list-style-type: none"> ■ the cost of repairs to, or replacement of the boat arising from accidental loss or damage, including theft and malicious damage; and/or ■ legal liability for loss or damage to another person’s property; ■ legal liability for death or personal injury to another person.
Optional Cover	The Pleasurecraft Insurance may be tailored by the customer to add optional cover. The optional covers that may be available include: <p>Waterskiing and Aquaplaning Activities</p> <ul style="list-style-type: none"> ■ Legal Liability for accidental death or injury to a waterskier or aquaplaner beingtowed by your boat; ■ Legal Liability for accidental death or injury to any other person caused by a waterskier or aquaplaner being towed by your boat; and ■ Legal Liability for accidental damage to another person’s property caused by a waterskier or aquaplaner being towed by your boat. <p>Yacht Racing Risk</p> <ul style="list-style-type: none"> ■ Cover for loss or damage to your boat while racing, for sails, mast(s), spar, booms, spinnaker poles and standard and running rigging.

Eligibility	<p>In order to be eligible for Pleasurecraft Insurance the customer must:</p> <ul style="list-style-type: none"> ■ Reside in Australia or New Zealand; ■ Have an appropriate licence to use their boat as required by law and/or regulations; ■ Use their boat for recreational purposes only; and ■ Maintain their boat in a seaworthy condition.
Key attributes of Main Cover	<p>The key attributes of the main cover are:</p> <ul style="list-style-type: none"> ■ Accidental loss or damage to covered items, including the hull, motors, equipment and accessories; and ■ Legal Liability to others for loss or damage, death or disability.
Exclusions	<p>The key exclusions of the Pleasurecraft Insurance include but are not limited to:</p> <ul style="list-style-type: none"> ■ Depreciation in value; ■ Cost of remedying a fault or error in design or construction; ■ Loss or damage while being towed or transported on a trailer where the driver is intoxicated or unlicensed; ■ Loss or damage while being towed/transported on a trailer unless certain conditions are met; ■ Normal wear and tear; ■ osmosis, gradual deterioration, weathering; and ■ Fine or penalties that are issued or awarded. <p>Full exclusions applicable to Pleasurecraft Insurance are specified in the PDS.</p>
Who this product is not suitable for	<p>The Pleasurecraft Insurance is not suitable for:</p> <ul style="list-style-type: none"> ■ Boat owners who reside outside of Australia or New Zealand; ■ Boats with a sum insured less than A\$1,000,000; ■ Boat owners who do not have a boat licence where one is required by law and/or regulations; ■ Boat owners who use their boat for hire, charter or reward; ■ Boat owners who use their boat in racing, speed tests or trials unless it is a sailing boat and the customer has selected the optional cover 'Yacht Racing Risk'; ■ Boat owners who use the boat for permanent living accommodation; ■ Boats that are unseaworthy; ■ Boats permanently moored in the open ocean.

5 Distribution conditions

Distribution	<p>This product is distributed by insurance brokers and their authorised representatives who are authorised by RedSky Insurance Pty Ltd to distribute this product.</p>
Restrictions on distribution	<p>The Pleasurecraft Insurance is not to be distributed to anyone who does not meet the eligibility requirements for the main cover, set out above.</p>

Review of this document	<p>The TMD will be reviewed once every two years after the Effective date of this TMD.</p> <p>The Issuer will also review this TMD within 10 business days upon the occurrence of one or more of the following:</p> <ul style="list-style-type: none"> ■ It is determined that there has been a significant dealing that is not consistent with the TMD. ■ A material change occurs to the cover provided by the product. ■ There is a material change in the acceptance or underwriting criteria for the product. ■ Where feedback or complaints or claim issues are received that would suggest the TMD is no longer appropriate. ■ This feedback may come from (but is not limited to), distributors, customers or regulators.
Data collection requirements	<p>Distributors of the Pleasurecraft Insurance must collect and report to the Issuer the following information:</p> <ul style="list-style-type: none"> ■ Complaints including the nature of the complaints and number of complaints on a monthly basis; ■ Relevant claims data and sales information reasonably requested on a quarterly basis; and ■ Any significant dealing in relation to the product that is inconsistent with the TMD, as soon as possible and within [2] business days.

6 Questions

If you have any questions about this TMD, please contact the issuer as follows:

- Email: info@redskyinsurance.com.au
- Phone: 1300 217 024
- Website: www.redskyinsurance.com.au

7 Details of Issuer, product and TMD

Issuer:	RedSky Insurance Pty Ltd
Australian Financial Services Licence (AFSL) number:	Authorised representative of Allstate Insurance Pty Ltd (ABN: 82 073 267 053); AFSL: 239010
Product:	RedSky Pleasurecraft Insurance PDS and Wording Issued: 1 June 2021
Date of TMD	5 October 2021 and remains valid until replaced or withdrawn
Version of TMD	Version 1.0